



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Interpreting Target Message Production Techniques Training

Communication Studies and Language / Communication Studies

Unit Standard 116798 · NQF Level 7 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the techniques and theoretical knowledge required to interpret and produce target messages effectively across various communication contexts. It focuses on analyzing audience needs, selecting appropriate message production techniques, and evaluating the impact of messages in professional environments.

Category	Communication Studies and Language
Subfield	Communication Studies
Unit Standard	116798
Accreditation	SAQA Accredited · NQF Level 7 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of audience analysis to tailor messages for specific target groups.
- Analyze different message production techniques and select appropriate methods for given contexts.
- Design targeted messages using verbal, non-verbal, and visual communication techniques.
- Evaluate the effectiveness of produced messages against intended communication objectives.
- Implement feedback mechanisms to refine message production processes.
- Demonstrate ethical and culturally sensitive communication in message production.

WHO SHOULD ATTEND

- This course is designed for communication practitioners, public relations officers, marketing coordinators, and anyone responsible for crafting and delivering targeted messages in corporate or organizational settings.

COURSE OUTLINE

Day 1: Introduction to Interpreting and Target Message Production

- Overview of interpreting as a profession
- Types of interpreting: simultaneous, consecutive, whispered
- Settings: conference, legal, medical, community
- Ethics: confidentiality, accuracy, impartiality
- Language proficiency self-assessment

Day 2: Source Message Analysis and Comprehension

- Active listening techniques
- Discourse analysis and coherence
- Identifying main ideas vs. supporting details
- Note-taking fundamentals
- Exercises in summarisation

Day 3: Memory and Recall Strategies

- Memory models: sensory, short-term, long-term
- Chunking information
- Visualisation and association
- Mnemonics for numbers, names, lists
- Memory drills with source texts

Day 4: Note-Taking for Consecutive Interpreting

- Principles of note-taking in interpreting
- Common symbols and abbreviations
- Verticality and indentation
- Linking ideas with arrows and connectors
- Note-taking drills

Day 5: Consecutive Interpreting Techniques

- Consecutive interpreting structure
- Rendering without omission or addition
- Managing delivery: pace, tone, clarity
- Handling long segments with notes
- Practice sessions with peer critique

Day 6: Simultaneous Interpreting Fundamentals

- Simultaneous interpreting process
- Equipment setup and troubleshooting
- Décalage and time lag
- Shadowing exercises
- Dual-task training: listening while speaking

Day 7: Advanced Simultaneous Interpreting Skills

- Coping strategies: compression, expansion
- Handling fast speech and dense information
- Accent adaptation
- Anticipation based on context

- Practice with recorded speeches

Day 8: Target Language Production and Style

- Language transfer and interference
- Register and style matching
- Idiomatic expressions and collocations
- Self-monitoring techniques
- Reformulation drills

Day 9: Specialised Domains: Legal and Medical Interpreting

- Legal interpreting: court procedures, oaths, evidence
- Medical interpreting: terminology, patient interaction
- Ethics in specialised settings
- Role-play scenarios
- Glossary building

Day 10: Community Interpreting and Cultural Mediation

- Cultural competence in interpreting
- Power dynamics and advocacy
- Protocols for community interpreting
- Dealing with emotional and traumatic content
- Simulated community encounters

Day 11: Professional Practice and Quality Assurance

- Professional ethics and standards (SAQA, SATI)
- Business practices: invoicing, contracts, marketing
- Self-assessment tools
- Feedback mechanisms
- Portfolio development

Day 12: Integration and Final Assessment

- Integrated interpreting exercises
- Simulated conference and community assignments
- Final assessment: consecutive and simultaneous tasks
- Feedback and debriefing
- Career pathways and next steps

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 47,100.00	R 47,100.00
1	In-House	R 61,300.00	R 61,300.00
1	On-Campus (Pretoria)	R 70,700.00	R 70,700.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	24 Aug 2026	On-Campus	Mauritius
10 Aug 2026	25 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	26 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	28 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Mauritius
14 Aug 2026	31 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	01 Sep 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 116798) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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